

THE MOST DISTINGUISHED STAR OF THE SCREEN TODAY...

in a brilliant new characterization  
as the legendary Faustus,  
who sold his soul  
to the devil  
for a woman.



COLUMBIA  
PICTURES  
Presents  
THE  
BURTONS  
PRODUCTION of

# DOCTOR FAUSTUS

RICHARD BURTON

Introducing  
THE OXFORD UNIVERSITY DRAMATIC SOCIETY

Also Starring  
ELIZABETH TAYLOR

Music Composed and Conducted by MARIO NASCIMBENE Adapted for the Screen by NEVILL COGHILL

Produced by RICHARD BURTON and RICHARD McWHORTER

Directed by RICHARD BURTON and NEVILL COGHILL • Technicolor®

Ad No. 501—830 Lines—5 Cols. x 11 7/8 Inches



**COLUMBIA SHOOTS THE WORKS FOR '68!**



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Ad No. 401—532 Lines—4 Cols. x 9 1/2 Inches

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THE MOST DISTIN



Ad No. 402—396 Lines—4 Cols. x 7 Inches

TODAY'S MOST DISTINGUISHED STAR IN HIS  
MOST EXCITING CHARACTERIZATION!



RICH  
THE OX  
ELIZ

Music Composed and Conducted by  
Produced by  
Directed by R

Ad No. 20

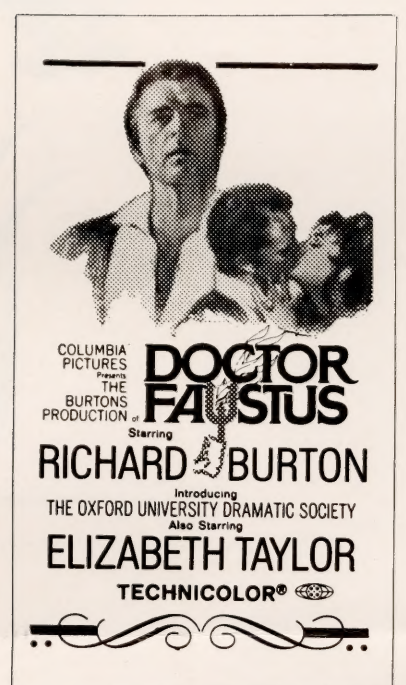
A DISTINGUISHED STAR!  
A BRILLIANT FAUSTUS!



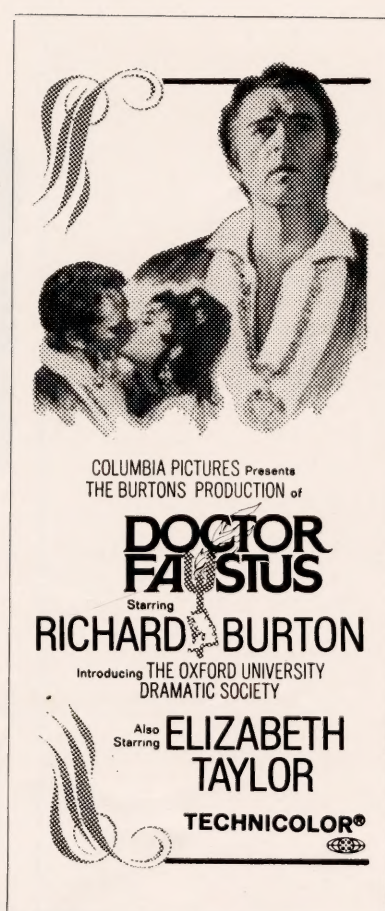
Ad No. 202—104 Lines—2 Cols. x 3 3/4 Inches



Ad No. 301—300 Lines—3 Cols. x 9½ Inches



Ad No. 103—43 Lines  
1 Col. x 3 Inches



Ad No. 101—59 Lines  
1 Col. x 4⅛ Inches

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## Utility Mat No. 1

- Ad No. 101
  - Ad No. 102
  - Ad No. 103
  - Ad No. 201
  - Ad No. 202
  - Publicity 1-A
  - Publicity 2-A
-



## N HAS STAMPED FAUSTUS OF COLOR, MOOD AND

force...a vivid screen image! If a viewer had  
ht conclude it was conjured up especially  
picture all the way!"—William Wolf,  
Cue Magazine

## TON'S PERFORMANCE MONIC FIRE AND SOARS OF HIS VOICE!

Marlowe's wordless  
(Elizabeth Taylor) has been expanded to embrace  
that beset Faustus. Mephistophilis has but to  
materializes, the embodiment of fleshly de-  
e settings handsome and the musical score  
tches the Marlowe poetry!"—Arthur Knight,  
Saturday Review

## L MOVIE PRODUCTION!

through handsomely.  
with distinction, and  
g to be intrigued by  
appears in several  
us. Her principal  
beautiful, and

## "FAUSTUS - A BIG, SPLASHY SPECTACLE!"

—Wanda Hale,  
New York Daily News \*

"A picture that will be pro-  
jected again and again and  
again in your mind's eye long  
after you have seen it!"

—Allan Jefferys, ABC-TV



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Ad No. 403—520 Lines—4 Cols. x 9¼ Inches

"BURTON'S PERFORMANCE  
BURNS WITH FIRE!"

—Saturday Review

"VISUALLY BEAUTIFUL AND  
ADAPTED WITH DISTINCTION!"

—Woman's Day

Additional Quotes Above May Be Found  
On the Mat for Ad No. 104

"A TOUR-DE-FORCE...A  
VIVID. SCREEN IMAGE!"

—Cue Magazine

COLUMBIA PICTURES Presents  
THE BURTONS' PRODUCTION of

## DOCTOR FAUSTUS

Starring

RICHARD BURTON

Also Starring

ELIZABETH TAYLOR

TECHNICOLOR •

Ad No. 104—35 Lines  
1 Col. x 2½ Inches



**“Richard Burton has stamped Faustus with a swirl of color, mood, and intensity!**

A tour-de-force...a vivid screen image! If a viewer had never heard of the play, he might conclude it was conjured up especially for the cinema! This is Burton's picture all the way!”

—WILLIAM WOLF, CUE MAGAZINE

**“Burton's performance burns with a demonic fire and soars with the music of his voice!”**

—ARTHUR KNIGHT, SATURDAY REVIEW



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Ad No. 203—304 Lines—2 Cols. x 10¾ Inches

Ad No. 204—160 Lines—2 Cols. x 5⅝ Inches

**“Get a good grip on your emotions and go see it! A picture that will be projected again and again in your mind's eye long after you have seen it!”**

—Allan Jefferys,  
WABC-TV



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Ad No. 205—150 Lines—2 Cols. x 5¼ Inches





## OPENING ACTION!

Shown here, the crowds awaiting the arrival of "Doctor Faustus" opening night celebrities. Below, Richard Burton and Elizabeth Taylor are almost lost in crush. Ditto, the cameramen and commentators!



# LAUNCHED WITH THE SHOWMANSHIP EXCITEMENT THAT WORKS ON 'DOCTOR FAUSTUS' PLAYDATES!

## ■ BURTON-TAYLOR INTERVIEW

Richard Burton and Elizabeth Taylor met the press, radio and television in an hour-long question-and-answer, and picture-taking, session that made Page One news around the world, and was carried by the radio and television networks.

*You can use local newspaper coverage of the event for an advance-and-current lobby 40" x 60"!*

## ■ TELEVISION EXCITEMENT!

New York's WPIX-TV, covering the American premiere of "Doctor Faustus", caught the activity outside the theatre as fans sought a glimpse of "Doctor Faustus" stars Elizabeth Taylor and Richard Burton!

*Television coverage—radio and newspaper, too!—of "Doctor Faustus" benefit planning can lead to spectacular fan interest!*

## ■ GALA BENEFIT OPENING!

In New York, the benefit opening was in behalf of the American Musical and Dramatic Academy's theatrical training program. Naturally, it attracted the celebrities whose names made news, and whose presence attracted the movie fans!

*You can work a benefit opening in your own community!*

## ■ 'FAUSTUS' ART CONTEST

*For full details, see Page 8 of this pressbook!*

## ■ OTHER COLLEGE ACTIVITY!

More than 20 college newspapers and eight college radio stations in the New York area participated in the five-week "campus" promotion which preceded the American premiere of "Doctor Faustus." Focal point of the campaign was the college student discount ticket plan, with special discount coupons incorporated in college newspaper ads and emphasized in the special radio spots prepared for campus radio.

*For full details, see Page 9 of this pressbook!*





# 'Doctor Faustus' Recording

Angel Records is distributing a recording of "Doctor Faustus" based on the Oxford University stage production which preceded the film version. Members of the Oxford University Dramatic Society, many of whom later flew to Rome to make the film with Richard Burton and Elizabeth Taylor, are heard on the Angel record, along with Richard Burton who played the title role in Oxford as he does in the motion picture version.

- Go after window and in-store displays with all record outlets. Furnish scene stills from the picture and playdate credit placards and work on mentions in the stores' newspaper, radio and television advertising.
- Promote albums from the distributor as gifts to newspaper, radio and TV personalities, and as contest prizes. Albums should also be presented to high school and college English and drama classes and local libraries.
- Record albums make especially effective supplementary material for store windows, bulletin board postings and book displays in libraries and stores. See if local records distributor has a quantity of spare album covers for you to distribute around town for this purpose!
- Work with educators on "Doctor Faustus" classroom performances and discussion, prior to attending the film in a group-sales basis. Dramatic clubs and dramatic societies might find a similar use for the album.
- Arrange for special broadcasts of brief speeches from the film, supplemented by some of the "Faust" music suggested at right.

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## Taylor and Burton!

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Richard Burton and Elizabeth Taylor are the screen's most glamorous couple. Burton's appearance in "Doctor Faustus," with Miss Taylor also starred, can be a unique movie-going experience, just as the film is a unique showmanship experience.

"Doctor Faustus" can attract a considerable audience, pre-sold by the past performances and vast appeal of its stars. The Taylor and Burton names demand important attention throughout your campaign, even as you concentrate on reaching your community's social, cultural and educational elements who will find in "Doctor Faustus" much to discuss and to enjoy.

Promote Elizabeth Taylor and Richard Burton as individual stars, and the Burtons as a team.

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## Faust Music for 'Faustus'

A considerable number of albums and records can be tied-in with the "Doctor Faustus" music and radio promotion, and may also be used in music tie-ups in schools and elsewhere. Albums and records are those of operas based on the Faust legend, or arias from those operas, sung and played by some of the greatest personalities in the world of music.

Faust-themed operas were written by Gounod, based on a play by Goethe; by Busoni, Berlioz, Spohr and d'Herve. Liszt wrote both the "Mephisto Waltz" and the "Faust Symphony," and Wagner the "Overture to Faust," all of which also have been recorded and may be available locally.

Music store windows showing albums of this nature, along with stills and poster material from the picture, could be helpful. In addition, of course, go after special promotion with radio's more serious musical programs, as well as discussions in classrooms and by music appreciation groups.



Illustrated here, as they were exhibited in the lounge of the Baronet Theatre, where the film played its spectacular premiere New York engagement, are two of the winners in New York University's "Doctor Faustus" Art Contest.

This is a stunt which can be worked by almost any theatre playing "Doctor Faustus."

Participating in the New York competition were students and faculty members from the Creative Arts Division of NYU's School of Education. They created paintings based on the film's theme, the "seven deadly sins."

## 'Doctor Faustus' Art Contest

Entries in seven categories—Pride, Lechery, Envy, Avarice, Wrath, Sloth and Gluttony—were submitted for judging by a distinguished panel of New York art critics headed by Prof. Irving Sandler, formerly of the New York Post and now an NYU faculty member. Other judges included Dr. Howard Conant, chairman of the Department of Art Education, and Gilbert Stone, who did a number of paintings on the "Doctor Faustus" set while in Rome on a Washington National Art Gallery Prix de Rome Scholarship.

A \$50 United States Savings Bond was awarded to the best student entry in each of the seven categories.



# Group Ticket Sales Drive

"Doctor Faustus" can be an important attraction for those organizations which, for fund-raising or other reasons, purchase blocks of tickets. At the same time, a theatre's group ticket sales operation does more than increase ticket sales via the organization route. Everything that is done to publicize group ticket sales automatically brings the picture to the favorable attention of more and more people.

There are two reasons for group ticket sales: better business and expanded publicity. Both should be kept in mind.

In addition to promotion of the picture directed at your area's schools and colleges, there are numerous organizations in and around your city which should be actively involved. These societies and groups can prove invaluable in supporting your engagement of "Doctor Faustus" through ticket sales, membership mailings, word of mouth, their own media publicity, etc.

As early as possible in your campaign, contact various national organizations that have operating branches in your situation, as well as all other business, social, fraternal and cultural groups. Initial contacts might be made by mail, with phone and in person follow-ups.

The names and addresses of the staff officers of the organizations in your area may be obtained through the offices of your Chamber of Commerce, newspaper editors and the local telephone directory.

One of these groups may wish to buy out the theatre, perhaps for the opening night show. For this purpose, the organization should be offered the house at scale with the price of the individual tickets set as high as they wish when offered to their own members. Other than opening nights, group sales rates might be offered for a complete theatre sell-out. Work with the organization's public relations staff in publicizing the event on radio and TV, in the newspapers, through their office mailings and promoting the picture in general.

- Plant stories in your newspapers as soon as an organization makes a group purchase and provide a list of their VIP's who will be present.
- Offer publicity stories and scene mats for publication in house organs, club papers, as mail inserts, etc.
- Arrange for photo coverage of the Mayor or other VIP receiving a ticket as guest of honor of the organization making the group purchase, posing in front of a poster

## Full-Scale School Campaign

### Book Promotions

Christopher Marlowe and William Shakespeare were both born in 1564. Bookstores and libraries should have one or another edition of Marlowe's "Doctor Faustus," as well as his other plays, biographies, commentaries on his work, etc. In addition, of course, there is certain to be a considerable number of volumes devoted to that period in British history in which both Marlowe and Shakespeare wrote and flourished.

Go after displays of these books, supplementing them with scene stills and poster art.

Also, print locally a "Read the Play-See the Film" bookmark, using a pressbook ad mat, for distribution through libraries — public, school, college, military installation, etc.

### Advance Screening

Arrange an advance screening of "Doctor Faustus" for the educational authorities, organization heads, opinion-makers and influential personalities of your community, including leaders of the clubs and associations you want to interest in the group purchase of tickets. The Mayor or other important social or cultural luminary might be the honorary host for the event which, of course, should be covered by photo and news reporters, columnists, radio and TV people. Try for taped interviews with the V.I.P.'s following the screening, for later broadcast and for "quote" ads.

Aim a full-scale promotion of "Doctor Faustus" at the schools and colleges of your community, their teachers, students and administrators. This brilliant screen version of a literary and theatrical classic can readily be recognized by educators as a supplement to their own classroom efforts . . . by administrators (where block or group tickets sales are possible) as a means of obtaining additional income for a school team or other campus project . . . and by the students as a grand and colorful motion picture entertainment.

- Go after the all-out approval of the principals, deans, Education Board officials, etc., of all public, parochial and private schools.
- Furnish all your contacts with announcement cards for bulletin boards, posters and stills from the picture, the ticket group attendance application forms, mats and other publicity for student papers.
- Offer guest admissions to teachers who would manage all the details such as distributing the tickets, collecting the money, notifying the theatre when they plan to attend and chaperoning the group at the show.

In addition to the "best" review at each school, chosen by English Dept. chairmen as suggested at right, educator might head a panel of judges for the best reviews in the city, with awards being given at a special, well-publicized affair at your theatre or a school assembly attended by civic dignitaries, PTA members, etc.

### School Notice

With Board of Education approval and support, send a quantity of mimeographed forms for ticket applications, and placard notices for school bulletin boards, outlining your Special Shows for Students. Copy, which can easily be adapted for use in factories, business organizations and club mailings, might be along the following lines:

To All Students:

The . . . . . Theatre has made special arrangements for reduced-rate tickets to groups of students and faculty members who wish to attend a showing of

RICHARD BURTON

in

"DOCTOR FAUSTUS"

also starring

ELIZABETH TAYLOR

Tickets will be available for group student attendance on the following days at the listed times: . . . . .

For complete details, including information on regular matinee and evening prices, please consult (Names of Faculty).

### Student Reviews

Work with educators in a student contest, with high schools and college students writing reviews of "Doctor Faustus."

Publicize the contest as part of your school promotion, in the newspaper and on radio programs. Reproduce winning reviews, with the names of the winners at each school, on a lobby board, and in school newspapers.

### ATTENTION, STUDENTS!

Special Discount Admission Prices for all college students! Fill out the coupon at right and present at boxoffice!

#### COLLEGE STUDENT DISCOUNT COUPON

This coupon, when properly filled out with your name and school, is good for the special student discount rate at all performances of DOCTOR FAUSTUS except Fridays, Saturdays, Sundays and Holidays.

STUDENT PRICE: Matinee performances \$1.00  
Evening performances \$1.50

This coupon must be exchanged at the boxoffice.

NAME \_\_\_\_\_  
SCHOOL \_\_\_\_\_

### College Student Discount Coupon

is shown here as it was used in the New York college papers with Ad No. 401.



Mat 1B; Still No. 28

Elizabeth Taylor is Helen of Troy in "Doctor Faustus," which stars Richard Burton in the title role. The new Columbia Pictures release in Technicolor is the story of a man who sold his soul to the devil in exchange for youth, power and a woman.



Mat 1A; Still No. 4

Richard Burton stars as "Doctor Faustus," which also stars Elizabeth Taylor as Helen of Troy, in the new Columbia Pictures release in Technicolor. The Burtons production introduces to the screen the Oxford University Dramatic Society.

## Richard Burton

Richard Burton, one of the most-acclaimed stage and screen actors of our time, brings to the . . . . Theatre the timeless story of "Doctor Faustus," who sold his soul to the devil for knowledge, power and a woman. The woman is co-star Elizabeth Taylor, appearing in the Columbia Pictures release as Helen of Troy.

"Doctor Faustus" is the screen aftermath of a unique theatrical event, when the Burtons gave their services to Oxford University's dramatic society for a two-week performance of the Christopher Marlowe play, to help raise funds for the Oxford University Theatre. Burton then decided to turn the play into a film. Oxford University professor Nevill Coghill, director of the dramatic society, adapted the play to the screen and co-directed it, in Rome, with 48 members of the Oxford University group playing their stage roles. Burton once was one of Dr. Coghill's students.

At the age of sixteen, Burton, whose real name is Jenkins, won a scholarship to Oxford University. While waiting to enter the school, he answered an advertisement for a Welsh boy to play in Emlyn Williams' "The Druid's Rest." He read the part and was immediately hired.

The twelfth of thirteen children, Burton was born in the small mining village of Pontrhydyfen in South Wales and was educated at Duffryn Grammar School in nearby Port Talbot, winning the Oxford scholarship under the tutelage of a schoolmaster named Philip Burton. When the young boy became a professional actor, he changed his name to Burton.

After playing in "Druid's Rest" for seven months, Burton went to Exeter College, Oxford, where he joined the O.U.D.S., working with Professor Coghill. After a year, Burton joined the R.A.F. as a navigator, serving three and a half years during World War II. On the day he was demobilized, Burton was cast in the first of three West End plays and, in 1949, he made his motion picture debut.

## Composer

Mario Nascimbene, one of the world's most distinguished composers, composed and conducted the music for "Doctor Faustus," Columbia Pictures release of the Christopher Marlowe play, starring Richard Burton and also starring Elizabeth Taylor at the . . . . Theatre, in Technicolor.

Nascimbene has scored almost 200 English, American and Italian films, including "Alexander the Great," "Solomon and Sheba," "Barabbas," "Room At The Top," "Sons and Lovers" and "One Million Years B.C." He was awarded the Italian Oscar for his music to "Rome 11 O'Clock" and "The Violent Summer."

The Faust legend has always fascinated Nascimbene who recently wrote a one-act opera, "Faust in Manhattan," which was performed on Italian television last year.

"Doctor Faustus" stars Richard Burton as the scholar who sold his soul to the devil for knowledge, power and a woman, introduces The Oxford University Dramatic Society and also stars Elizabeth Taylor as Helen of Troy. A Burtons production, "Doctor Faustus" was directed by Richard Burton and Nevill Coghill, who also adapted the play to the screen. Burton and Richard McWhorter produced "Doctor Faustus."

## The Legend of 'Doctor Faustus'

The legend of "Doctor Faustus," or Faust, the scholar who sold his soul to the devil in exchange for youth, knowledge and a woman, had its origins in the 16th Century, in the time of an actual German conjuror of that name. Now, at the . . . . Theatre, Richard Burton and Elizabeth Taylor bring "Doctor Faustus" to the . . . . Theatre screen in Technicolor. The Columbia Pictures release stars Burton in the title role with Miss Taylor appearing as Helen of Troy, the beauty whom Faust summons from the ancient past after he has sold his soul.

"Doctor Faustus," the Burtons production, is based on the play by Christopher Marlowe, first presented in 1588, in the London of William Shakespeare and the Globe Theatre. This screen version of the Faust legend is not the first; there have been others.

One of the earliest "color" films in motion picture history was a French-made feature based on the story of Faust. Every frame in which the Devil appeared was carefully hand-painted so that underworld character appeared to audiences in his true color, a flaming red (which, with age and the heat of the projector lamps, gradually faded into a lovely pink!)

The Faust legend has been the subject of several operas, the most famous being the Gounod masterpiece based on the Goethe drama; this first was heard in Paris in 1859 and in London and New York in 1863. This is the opera which also was put on film in Italy as "Faust and the Devil," with Italo Tajo, Nelly Corradi and Gina Matterna, by producer Gregor Rabino-

vitch and director Carmine Gallone.

Faust operas also were written by Busoni, Berlioz, Spohr and d'Herve. Liszt wrote both the "Mephisto Waltz" and the "Faust Symphony." Goethe's play was only one of several by other European writers. And, of course, the Faust theme was adapted by writers and playwrights elsewhere, in other terms.

Stephen Vincent Benet, the American poet and writer, made the Faust legend a piece of American literature with his story, "Devil and Daniel Webster." When it was filmed, Walter Huston played Old Scratch and Edward Arnold the redoubtable Daniel Webster whose patriotic oratory won back the soul of James Craig, playing a young New England farmer trapped by greed and lust for Simone Simone. The film was released as "All That Money Can Buy," as well as under its original title.

"Doctor Faustus" adds to the legend of Faust. The play recently was staged in Oxford by the Oxford University Dramatic Society, with Richard Burton in the title role and Miss Taylor in the cast. The proceeds were turned over to the University Theatre where Burton himself had once been an undergraduate player. With the decision to make the film, almost 50 members of the Oxford University Dramatic Society were flown to Rome to re-enact their stage roles.

Nevill Coghill, who shared directorial honors with Richard Burton, adapted the play to the screen. Burton and Richard McWhorter produced the film in Technicolor and Mario Nascimbene composed and conducted the music.

## Nerve 'Cure'

As might be expected, members of the Oxford University Dramatic Society appearing with Richard Burton and Elizabeth Taylor in the Columbia Pictures film release of Christopher Marlowe's "Doctor Faustus," now at the Theatre in Technicolor, sometimes suffered from "camera nerves." Burton had his own method of curing this.

Two students, playing difficult scenes with him, began to shake when the camera turned. Burton stopped the action and began talking.

"You may think," he said, "that I am always calm when acting. But though I appear impassive, I wear out three pairs of socks a day by involuntarily wriggling my toes. When my brother Ivor first saw me at the Old

Vic, I thought he'd congratulate me on my calm professionalism. Instead, he said, 'Man, you never keep your toes still.' Since then, I've never worn sandals while acting."

Burton gave the students invaluable tips on how to improve their appearances, how to move on mark, how to keep in the key light and how to pitch their voices. "I found no difficulty because they were newcomers to filming," Burton said. "In fact, the reverse. They have so much enthusiasm and intelligence that I was extremely impressed."

A Burtons production, "Doctor Faustus" was directed by Richard Burton and Nevill Coghill, who also adapted the Christopher Marlowe play.

## Elizabeth Taylor

"Was this the face that launched a thousand ships/And burnt the topless towers of Ilium?"

The question is asked in "Doctor Faustus," now on the screen of the . . . . Theatre in Technicolor. It is voiced by Richard Burton in the title role and he is speaking of co-star Elizabeth Taylor as Helen of Troy.

Miss Taylor's beauty is legendary.

Beauty, however, is only one of Miss Taylor's attributes. She is a superb actress who has won two Academy Awards, for her performances in "Butterfield 8" and "Who's Afraid of Virginia Woolf?", and she also received three successive Academy Award nominations, for her work in "Raintree Country," "Cat On a Hot Tin Roof" and "Suddenly Last Summer."

In "Doctor Faustus," Burton appears as the aging scholar who sells his soul to the devil in exchange for knowledge, power and a woman. Burton and Miss Taylor played their "Doctor Faustus" roles in one of the most unique theatrical events of recent times, when they volunteered their services to the Oxford University Dramatic Society for two weeks to help raise funds for the Oxford University Theatre. The success of the stage play, Miss Taylor's first, led to the decision to make the film in Rome, with some 48 members of the O.U.D.S. also appearing in the roles they originally played on stage.

Elizabeth Taylor was born in London, England, daughter of Francis Taylor, an art dealer, and Sara Southern, an American actress who played on both the American and English stage. An older brother, Howard, makes up the rest of the family.

Miss Taylor made her debut in the world of entertainment at the age of three, when she danced before the then Princess Elizabeth and Princess Margaret at a reception. She came to the United States at the outbreak of World War II.

Elizabeth first appeared in movies with Roddy McDowell in "Lassie Come Home." She was signed to a long-term contract and given roles in "The White Cliffs of Dover" and "Jane Eyre." She played the little girl who rode a horse to victory in "National Velvet," emerging as a full-fledged movie star even before she entered her teens.

"Doctor Faustus" is the seventh film Elizabeth Taylor has made with Richard Burton, her husband. Others were "Cleopatra," "The VIP's," "The Sandpiper," "Who's Afraid of Virginia Woolf?," "The Taming of the Shrew" and "The Comedians."

Mat 2A; Still No. 65

Richard Burton as "Doctor Faustus" discovers he no longer is an aging scholar but a handsome, vigorous youth in this scene from the Columbia Pictures release in Technicolor. He has sold his soul to the devil whose agent, played by Andrea Teuber, studies Faustus' signature to the contract. Elizabeth Taylor as Helen of Troy stars with Burton in the film, which introduces the Oxford University Dramatic Society.







Mat 1C; Still No. 53

A blonde-wigged Elizabeth Taylor tempts Richard Burton as "Doctor Faustus," in the new Columbia Pictures release in Technicolor. Burton plays the title role, that of a scholar who sells his soul to the devil in exchange for youth, knowledge and a woman.

Mat 2B; Still No. 57

Richard Burton and Elizabeth Taylor star in "Doctor Faustus," which introduces the Oxford University Dramatic Society in minor roles. The Columbia Pictures release in Technicolor is a Burtons production directed by Richard Burton and Nevill Coghill.



## 'Faustus' Sets

John De Cuir's imaginative and exciting production design contribute greatly to the dramatic intensity of "Doctor Faustus," starring Richard Burton and co-starring Elizabeth Taylor at the . . . . . Theatre in Technicolor. "Doctor Faustus," which tells of an aging scholar's pact with the devil, is a centuries-old legend.

Burton made the film from the Christopher Marlowe play, with Elizabeth Taylor Burton as Helen of Troy and some 48 student members of the Oxford University Dramatic Society. "Doctor Faustus" is a Columbia Pictures release in Technicolor.

Principal set is that of Doctor Faustus' study, a vaulted book-lined room suited to a man of letters and enquiring mind. In another form, however, the study resembles the inside of Doctor Faustus' skull, with each corner a cavity of the man's mind. In a third extension, the skull set is redressed many times to represent an imaginary brothel in which Doctor Faustus meets Helen of Troy, the Vatican catacombs, a black tent on a battlefield and an arrogant Emperor's court. Burton gave his set of some 200 drawings to Oxford University's famed Bodleian Library as a permanent record of how the classic was filmed.

Born in San Francisco, De Cuir studied art and music. He had symphony and concert soloist experience at Whittier College, and majored in fine arts, theatre and architecture at the Chouinard Art Institute. He practised as an architect before joining Hollywood in 1938 as a special effect expert. In 1944 he enlisted in the U. S. Navy and worked in Washington D. C., as an illustrator of Navy training manuals and "The History of the United States Navy."

After the war, he returned to Hollywood as a production designer. His films include "The Snows of Kilimanjaro," "House on Telegraph Hill," "My Cousin Rachel," "Daddy Long Legs," "A Certain Smile" and "The Big Fisherman" (all Academy Award nominations) and "The King and I" and "Cleopatra," for which he won the Academy Award for art direction. He also won an Oscar for special effects with "Phantom of the Opera."

Other notable films include "Island in the Sun," "Three Coins in the Fountain," "Circus World," "The Agony and the Ecstasy" and "The Taming of the Shrew," also with Elizabeth Taylor and Richard Burton.

"Doctor Faustus" stars Richard Burton in the title role, introduces The Oxford University Dramatic Society and also stars Elizabeth Taylor.

## Devil Cats

When Richard Burton as "Doctor Faustus" is commanded by an autocratic Emperor to conjure up Alexander the Great and his paramour, he arrives at court carrying an evil black cat—the earthly shape of Mephistopheles—to whom he has sold his soul in exchange for youth, knowledge and a woman.

To find a wild and devilish black cat in Rome for the Columbia Pictures release, now at the . . . . . Theatre in Technicolor, was not much of a problem. Members of the property department paid a night time visit to the Largo Argentina, where many of Rome's stray cats live in the ruins. "Doctor Faustus," which co-stars Elizabeth Taylor and introduces the Oxford University Dramatic Society,

was filmed in Rome.

Dozens of cats converged on the heap of chopped liver offered them by the property men, and two black cats with particularly bright-green eyes were taken to the studios. One participated in the scene, the other served as a stand-in. The cats were exercised on leads to prevent any sudden disappearance.

Richard Burton stars in the title role of "Doctor Faustus," and Miss Taylor as Helen of Troy. A Burtons production, "Doctor Faustus" was directed by Richard Burton and Nevill Coghill, who also adapted the play to the screen. Burton and Richard McWhorter produced the film, in Technicolor. The music was composed and conducted by Mario Nascimbene.

## COLUMN ITEMS

In the opening scenes of "Doctor Faustus," in which Elizabeth Taylor also stars as Helen of Troy, Richard Burton appears in the title role as a man of sixty, prepared to sell his soul to the devil in exchange for youth and a woman. This is one of the oldest characters Burton ever has played on the screen, and the work involved in his make-up took two hours daily.

Elizabeth Taylor, who appears as Helen of Troy opposite Richard Burton in "Doctor Faustus," the Columbia Pictures release in Technicolor, also is seen in the film as Diana the Huntress and in six other characterizations. She plays the woman for whom the legendary scholar sells his soul to the devil.

The late Winston Churchill once described Elizabeth Taylor as the screen's "classic beauty." With her recent appearance as the tempestuous Katharine in "The Taming of the Shrew," and her current appearance as Helen of Troy in "Doctor Faustus," both of which also star Richard Burton, Miss Taylor might also be called the screen's "beauty of the classics."

Andreas Teuber, who plays Mephistopheles in support of Richard Burton as "Doctor Faustus," which also stars Elizabeth Taylor as Helen of Troy, is a Harvard-educated American who was studying at Oxford University when the Burtons helped raise funds for the University Theatre by appearing in the play there. When they decided to make the film version, in Technicolor, he and 47 other members of the Oxford University Dramatic Society were flown to Rome to repeat their stage roles.

A one-time student at Exeter College and member of the Oxford University Dramatic Society, Richard Burton returned to that famed English school with his wife, Elizabeth Taylor, to help raise funds for the University Theatre. They appeared in a two-week engagement of Marlowe's "Doctor Faustus" and, then, flew 48 members of the cast to Rome to make the film version in Technicolor.

Former Oxford University professor Nevill Coghill, who shared directorial honors with Richard Burton on "Doctor Faustus," the Columbia Pictures release in Technicolor also starring Elizabeth Taylor, formerly was Burton's professor at the famed school. It was Coghill who directed the student Richard Burton in a performance of Shakespeare's "Measure for Measure," which launched the actor's career. Coghill also adapted the Christopher Marlowe play to the screen.

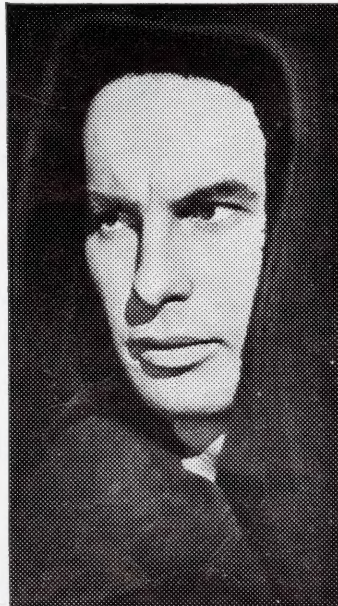
## Andreas Teuber

An American Fulbright student at Oxford University, Andreas Teuber has a key role in the Burtons production of "Doctor Faustus," a Columbia Pictures release in Technicolor starring Richard Burton in the title role at the . . . . . Theatre and also starring Elizabeth Taylor. Teuber plays the devil's agent Mephistopheles, who executes a contract with Faustus so that the elderly scholar may regain his youth and may have magical powers in return for his soul. Amongst other things, Faustus uses his hard-won youth and magic to bring Helen to life, and into his arms. It is a role young Teuber had played earlier, on the stage at Oxford, when Burton and Miss Taylor gave their services to a theatrical performance of the play in order to raise money for the Universi-

ty Theatre, Burton's own training ground.

Teuber, whose father is a neuropsychologist and heads the Psychology Department of Massachusetts Institute of Technology, studied philosophy and bio-chemistry at Harvard, before going to Oxford.

Teuber, who has acted in America at the Loeb Drama Center at Cambridge, and with the Princetown Players, is now taking up acting as a full-time career.



Mat 1D; Still No. 37

Andreas Teuber, American Fulbright scholar at Oxford University, appears as Mephistophilis to Richard Burton's "Doctor Faustus" in the Columbia Pictures release also starring Elizabeth Taylor in Technicolor.

## Classic Beauty

As Helen of Troy in the Burton's production of "Doctor Faustus," Elizabeth Taylor co-stars with Richard Burton at the . . . . . Theatre in Technicolor. Hers is the most famous role in world literature, requiring her to make eight separate dramatic appearances to win Faustus for the devil.

To young Bristol-born dress designer Peter Hall fell the job of designing seven different gowns to clothe, as Christopher Marlowe wrote of her role, "a Queen whose heavenly beauty passeth all compare." Miss Taylor's eighth and very brief appearance to husband Richard Burton, filmed behind locked doors at the De Laurentiis studios, Rome, is in the nude.

Hall kept the basic design theme for Helen theatrical rather than realistic. Helen is an apparition from another age. In classical legend, her abduction by Paris caused the 10-year Trojan war and inspired Marlowe to write Faustus' immortal lines:

"Was this the face that launched a thousand ships  
And burnt the topless towers of  
Ilium?"

This is the first time Hall designed costumes for an international film.

Special makeup was designed for each of Miss Taylor's gowns, and famous Parisian hair stylist Alexandre created a different wig for each appearance.

As Helen, Miss Taylor appears in draped classic dresses, her dark hair piled high. As an apparition in the firmament, she wears a gown of ivory lame with gold and turquoise veils, ornamented with diamond stars and crescents, her hair braided and studded with stars. As Alexander's paramour, she appears at the emperor's court in a lilac-and-silver draped dress with metallic silver wig and all-over silver makeup. As Diana, she materializes in the Maze of Delights in a draped ivory gown with long blonde hair.

In the sequence where she appears to Faustus as a courtesan, she wears a full-skirted crimson velvet Renaissance dress and red-fringed wig. Finally, she lures Faustus down into a Hieronymus Bosch-type Hell wearing red lame with an auburn wig piled high under an ornamental serpent.

The Burtons production of "Doctor Faustus" stars Richard Burton in the title role, introduces The Oxford University Dramatic Society and also stars Elizabeth Taylor as Helen of Troy. Mario Nascimbene composed and conducted the music. Nevill Coghill, who shared directorial honors with Richard Burton, adapted the play to the screen. Burton and Richard McWhorter produced the film, in Technicolor.

## Advance Notice

Richard Burton stars as "Doctor Faustus," the scholar who gave his soul to Mephistopheles in exchange for youth and the power to summon up the past—including the legendary Helen of Troy—in the Columbia Pictures release opening . . . . . at the . . . . . Theatre, in Technicolor. Elizabeth Taylor also stars, as Helen of Troy, and members of The Oxford University Dramatic Society play other important roles. The Burtons production of "Doctor Faustus" was adapted for the screen by Nevill Coghill. Richard Burton and Coghill served as directors and Richard McWhorter produced the film. Music was composed and conducted by Mario Nascimbene.



THE MOST DISTINGUISHED STAR OF THE SCREEN TODAY..

in a brilliant new characterization  
as the legendary Faustus,  
who sold his soul  
to the devil  
for a woman.



## THE CAST

Doctor Faustus ..... Richard Burton  
Helen ..... Elizabeth Taylor

### and introducing

Mephistophilis ..... Andreas Teuber  
Valdes ..... Ram Chopra  
Cornelius ..... Richard Carwardine  
Wagner ..... Patrick Barwise  
Good Angel and Bishop ..... Michael Meneagh  
Evil Angel and Knight ..... Richard Durden-Smith  
Lucifer ..... David McIntosh  
Belzebub ..... Jeremy Eccles  
Lechery ..... Gwydion Thomas  
Pride and Emperor ..... Ian Marter  
Envy and Cardinal

of Lorraine ..... Nicholas Loukes  
Pope ..... Adrian Benjamin  
Empress ..... Elizabeth O'Donovan  
Avarice ..... Ambrose Coghill

### of the

Oxford University Dramatic Society  
Oxford, England

## THE STORY

**(Not for Publication)** Doctor Faustus, an aging scholar at Germany's Wittenberg University some 400 years ago, sells his soul to the devil in exchange for youth, knowledge, power and a woman . . . The Woman. In her several manifestations, the woman is Helen of Troy, Diana the Huntress, a courtesan, a queen . . . Mephistophilis is sent by the devil to distract Faustus—blinding him with illusions and spectacular visions, frightening him with sudden terrors and delighting him with ingenious games and toys—all to keep Faustus from realizing what he has done, and repenting. In time, Faustus can feel remorse, but he no longer has the ability to repent. The Woman, in scarlet gown, leads Faustus down to Hell.

## 'DOCTOR FAUSTUS' ACCESSORIES

- ONE SHEET (left)
- EIGHT 11 x 14's
- TRAILER
- 40 x 60, 24 x 60, 24 x 82, 30 x 40
- UTILITY MAT
- RADIO SPOTS
- STILL SETS (Color and B/W—Color, for lobby and store displays; B/W Stills for newspaper planting)

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## THE CREDITS

Directed by  
Richard Burton and Nevill Coghill  
Produced by ..... Richard Burton and  
Richard McWhorter

Christopher Marlowe's

"The Tragical History of Doctor Faustus"  
Adapted for the Screen by Nevill Coghill

Production Design by ..... John De Cuir  
Costumes Designed by ..... Peter Hall  
Editor ..... John Shirley, G.B.F.E.  
Production Supervisor ..... Guy Luongo  
Director of Photography  
Gabor Pogany, C.S.C.

Music Composed and  
Conducted by ..... Mario Nascimbene  
Richard Burton's and Elizabeth Taylor's  
Hairstyles by ..... Alexandre of Paris  
Wigs by ..... LeClarbart, Paris; Costume  
House, Casa d'Arte 'Peruzzi'  
Other Wigs Furnished by ..... Maggi  
Assistant Director ..... Gus Agosti  
Unit Manager ..... Roberto Cocco  
Art Director ..... Boris Juraga  
Continuity ..... Elaine Schreyeck  
Technical Assistant ..... Nicholas Young  
Production Assistant ..... Carlo Lastricati  
Set Decoration ..... Dario Simoni  
Sound Mixers ..... David Hildyard, John Aldred  
Soundman ..... Aldo De Martino  
Special Effects ..... Augie Lehman  
Operator ..... Brian West  
Props ..... Ken Muggleston  
Dubbing Editor ..... Les Wiggins, G.B.F.E.  
Editor, Italian Version ..... Carlo Fabianelli  
Wardrobe ..... Franco Fabianelli  
Make-Up, Elizabeth Taylor ..... Frank LaRue  
Make-Up, Richard Burton ..... Ron Berkeley  
Make-Up ..... Gianetto De Rossi  
Hairdresser, Miss Taylor ..... Agnes Flanagan  
Hairdresser ..... Vasco Reggiani  
Special Effects ..... Peter Marman  
Titles and Effects ..... National Screen Services  
A Burtons Production ..... Technicolor®  
A Columbia Pictures Release

## OFFICIAL BILLING

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THE BURTONS PRODUCTION 25%

of

DOCTOR FAUSTUS 100%

Starring

RICHARD BURTON 100%

Introducing

THE OXFORD UNIVERSITY  
DRAMATIC SOCIETY 50%

Also Starring

ELIZABETH TAYLOR 00%

Music Composed and Conducted by

MARIO NASCIMBENE 25%

Adapted for the Screen by

NEVILL COGHILL 25%

Produced by RICHARD BURTON

and

RICHARD McWHORTER 25%

Directed by RICHARD BURTON

and

NEVILL COGHILL 25%

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**Running Time: 93 Minutes**



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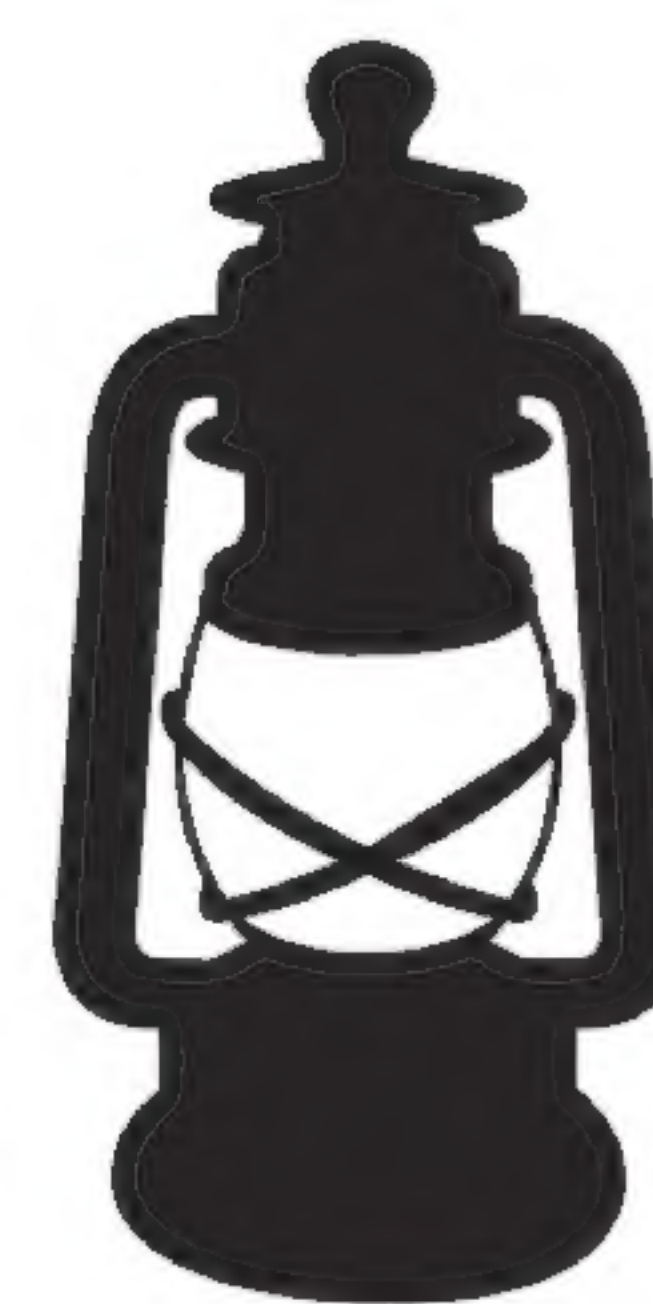


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